Communicate Effectively With Our Customers

Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, accurately, and in a timely manner with customers.

RESULT DRIVER:

Diane Langhorne
The Secretary's Office (TSO)

TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Katie Bennett
Maryland Transportation Authority (MDTA)

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Social media offers MDOT powerful avenues to disseminate important information directly to its customers and to interact with them in real-time. Each of our TBUs continues to grow its social media following and expand its reach.
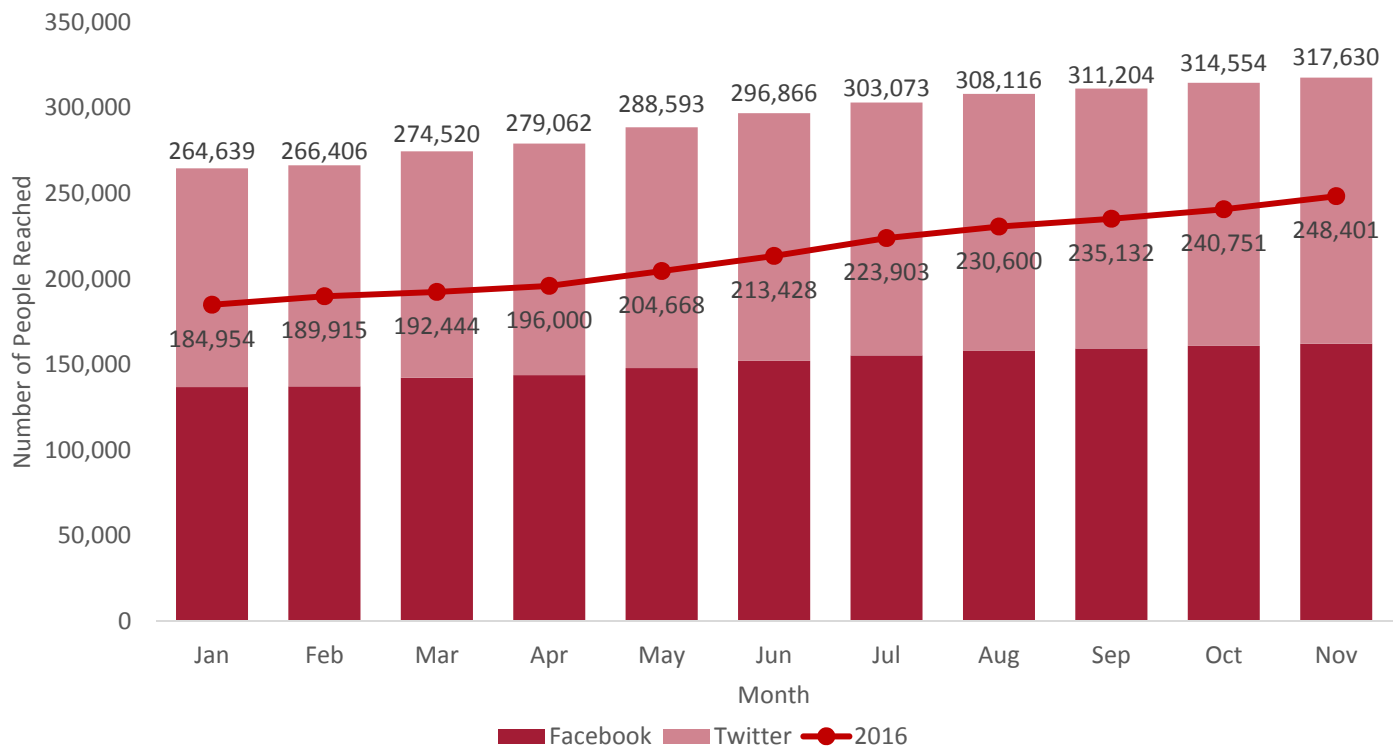
"Social Reach" measures the number of customers who have seen our message on Facebook and Twitter. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance Social Reach. To date, MDOT proudly has nearly 320,000 fans on social media and continues to grow. During the last quarter, MDOT TBUs reached an average of five million users each month, a 30 percent increase in reach over 2016.

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach
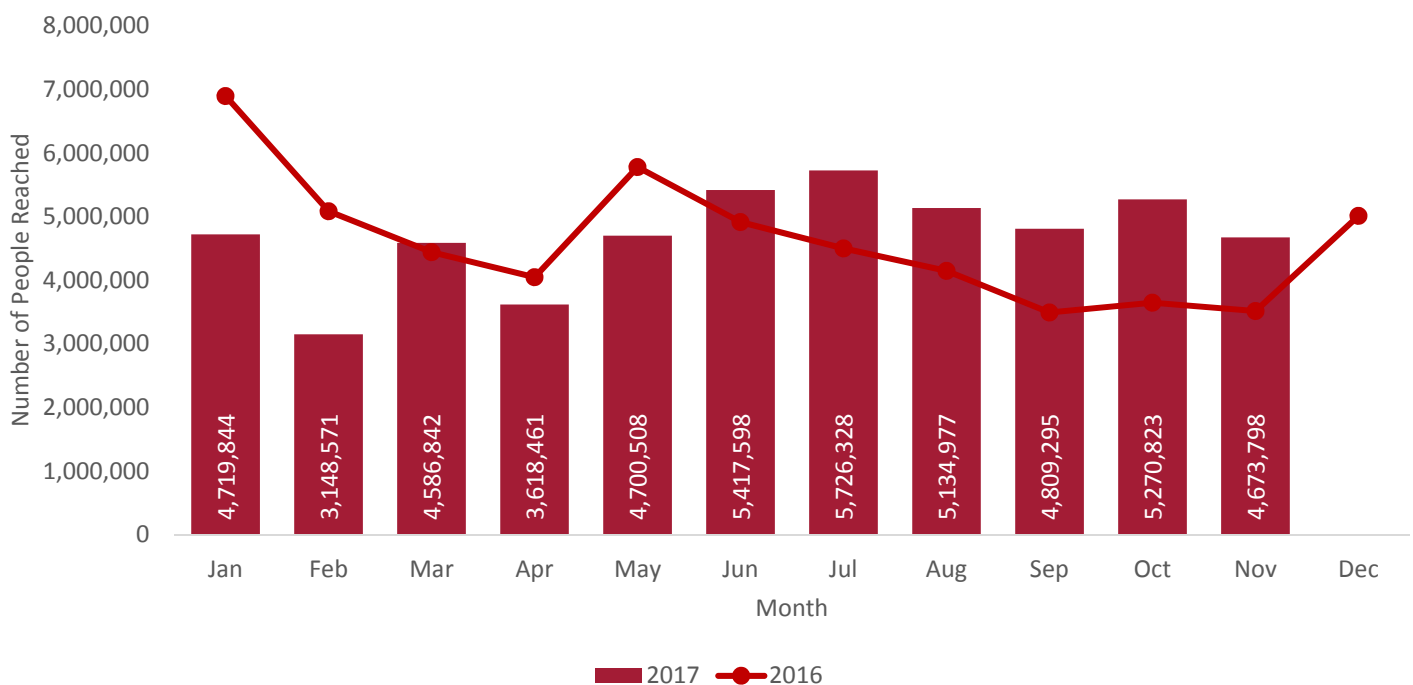
Chart 6.1A.1: Total MDOT Social Media Followers CY2017

Legend: Facebook ▇ Twitter ▇ —●— 2016

Month	Total	Facebook	Twitter (stacked total)	2016 line
Jan	264,639	184,954		
Feb	266,406	189,915		
Mar	274,520	192,444		
Apr	279,062	196,000		
May	288,593	204,668		
Jun	296,866	213,428		
Jul	303,073	223,903		
Aug	308,116	230,600		
Sep	311,204	235,132		
Oct	314,554	240,751		
Nov	317,630	248,401		

Y-axis: Number of People Reached (0 – 350,000). X-axis: Month

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: Total MDOT Social Media Reach CY2017

Month	2017
Jan	4,719,844
Feb	3,148,571
Mar	4,586,842
Apr	3,618,461
May	4,700,508
Jun	5,417,598
Jul	5,726,328
Aug	5,134,977
Sep	4,809,295
Oct	5,270,823
Nov	4,673,798

TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Richard Scher
Maryland Port Administration (MPA)

PURPOSE OF MEASURE:
To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT gathers social media analytics for this measure from all MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.1B
Communicate Effectively Utilizing Social Media: Social Engagement

While "social reach" measures the total number of people who have seen a message, "social engagement" recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments, and shares in order to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

MDOT continues to learn the interests of its customers through social media channels in order to provide the content customers expect.

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

Chart 6.1B.1: Total MDOT Social Media Engagements CY2017

Facebook   Twitter   2016
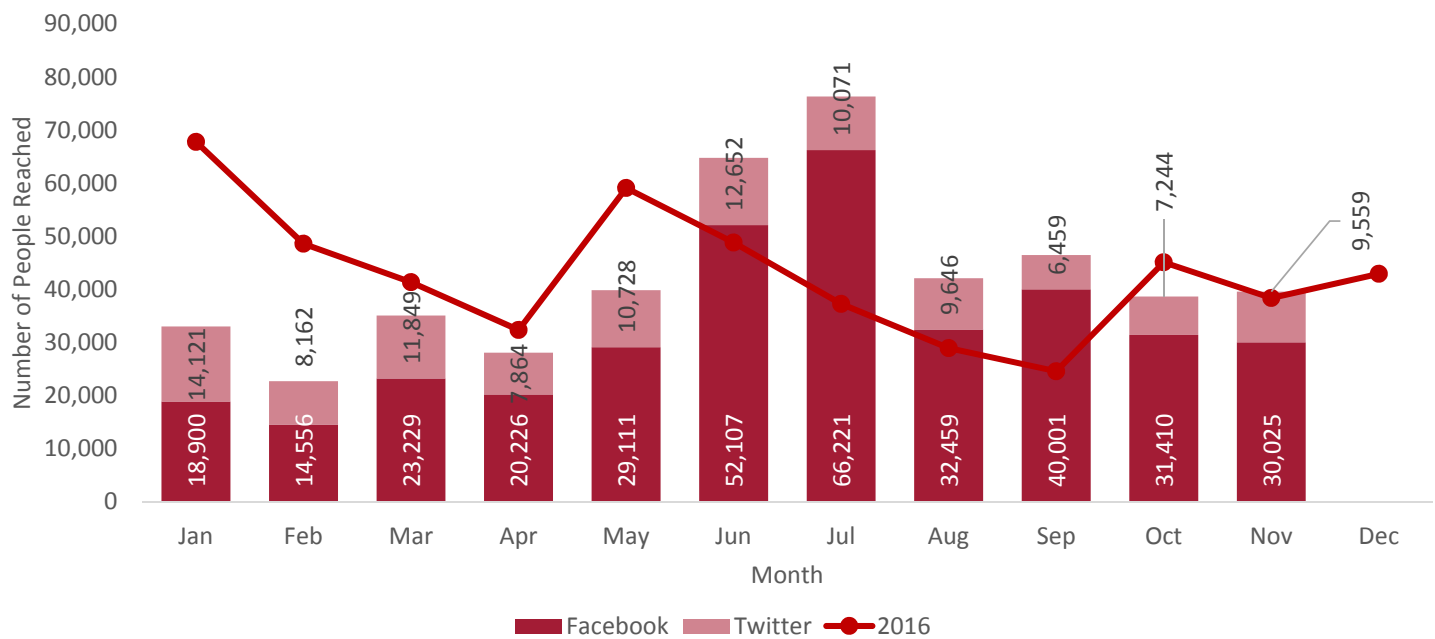
Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jennifer White
Maryland Transit Administration (MTA)

PURPOSE OF MEASURE:
To track how clearly and effectively MDOT communicates with customers during public events.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data will be collected via survey at all public meetings hosted by TBUs. The data will be owned and housed by the TBU in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:
84% (American Customer Survey Index)

PERFORMANCE MEASURE 6.2
Satisfaction with Communication at Public Meetings

MDOT wants to ensure only positive and valuable customer service interactions are experienced during its public transportation events. We understand that customer views and guidance can greatly influence Maryland transportation related programs and projects; as a result, MDOT encourages open and honest feedback from all its customers (residents, community leaders, and stakeholders).

From July 2016 – December 2017, MDOT achieved an overall 85 percent satisfaction rating from customers (292 customers) indicating that MDOT effectively communicated during 37 separate MDOT-hosted public events. We are proud to once again exceed the national benchmark of 84 percent, but, be assured MDOT will continue to explore and implement enhanced communication methods and techniques.

During this past quarter, in an effort to increase opportunities for customer outreach, the Customer Feedback mechanism was revised, which can be electronically accessed by visiting https://www.surveymonkey.com/r/ MDOTpublicEventsCY18. In addition, language translation of the Customer Feedback Indicator form can now be accessed at www.mdot.maryland.gov/ newMDOT/Public_Meetings/PublicMeetings.html. Translation is available by using the Google Translate link on MDOT's website. For customer convenience, a listing of current MDOT Public Meetings can be found at www.mdot.maryland.gov listed under the Transportation Services category.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

Chart 6.2.1: Overall Customer Satisfaction with Communication at Public Meetings FY2017 & Q1 FY2018 YTD
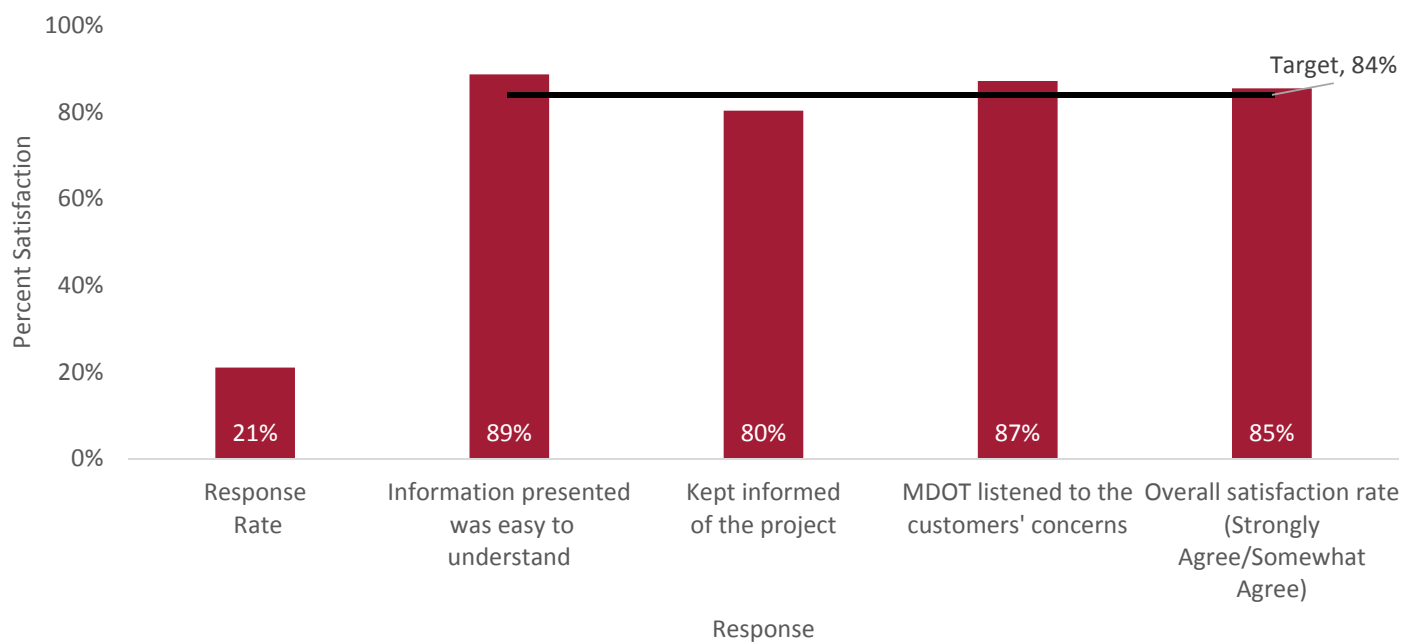
TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:
To track number of stories generated to ensure maximum customer reach.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT uses software to gather, measure, and analyze news release and placement data.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT communications and media relations professionals work to showcase the good work performed by our employees across MDOT on behalf of our customers. These public information specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the news media.

Performance measure 6.3A encourages each MDOT TBU to monitor and analyze the news that it creates and disseminates. Press releases remain an important tool to distribute news to Maryland residents, businesses, and visitors. This performance measure examines the number of press releases issued each month and the corresponding number of news stories that resulted from the press releases.

The press releases created by MDOT TBUs continue to result in broad reach across local, national, international, and transportation trade media.

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.1: MDOT Press Releases and News Placements CY2016-CY2017

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

PURPOSE OF MEASURE:
To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

To reach its customers, MDOT has the option to buy advertising space or time in the market or to issue news releases that are then used and editorialized by media outlets. News releases offer a significant cost-savings to MDOT and the tax-paying public while allowing MDOT messages to reach more customers quickly and efficiently.

MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

MDOT staff follows up with media outlets to assure the right person is receiving the news releases and encourage coverage, particularly in small media markets where transportation projects and programs are typically of great interest to customers.

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

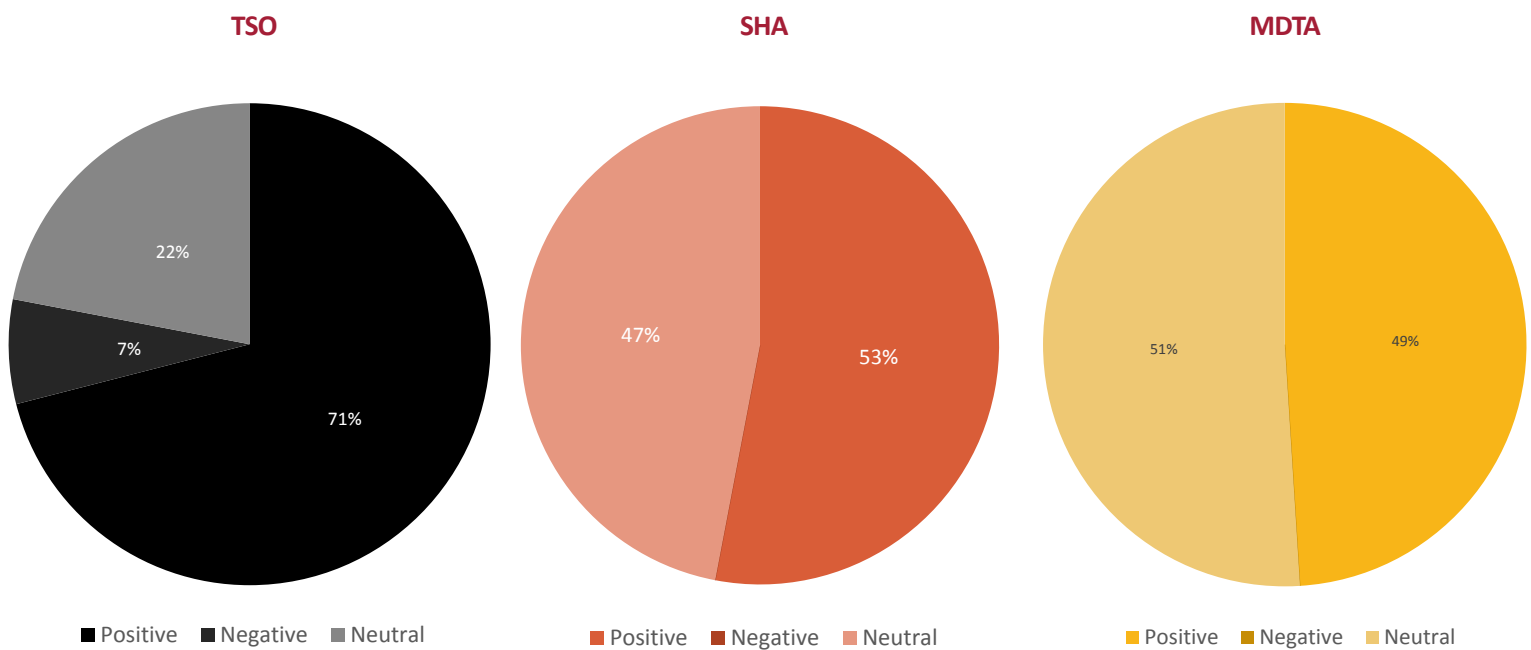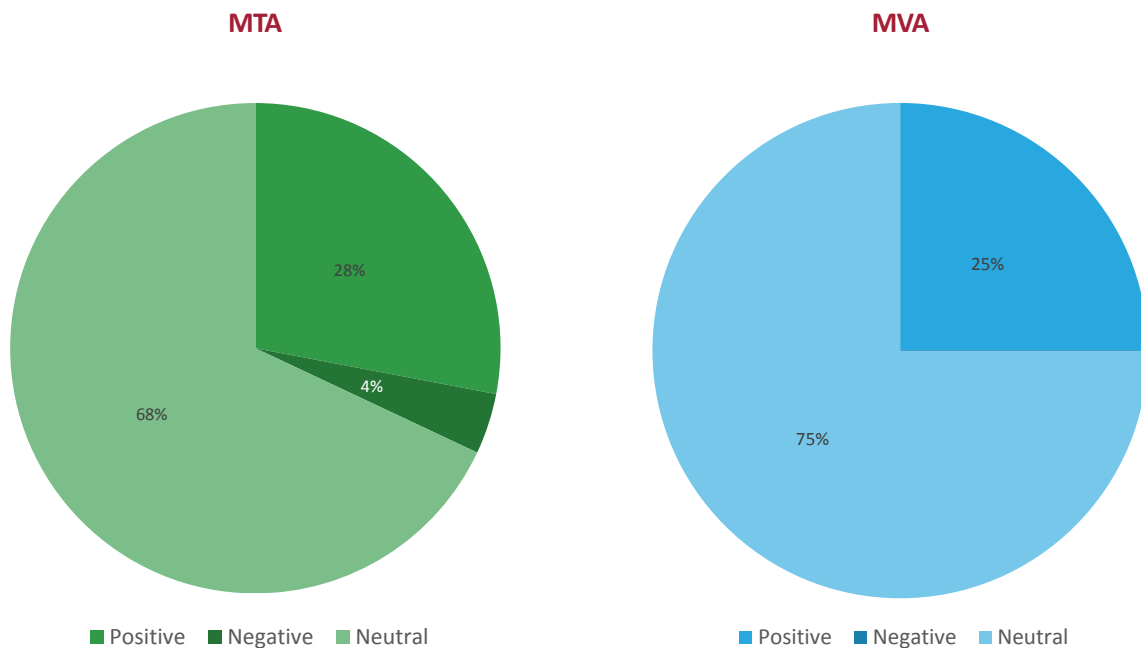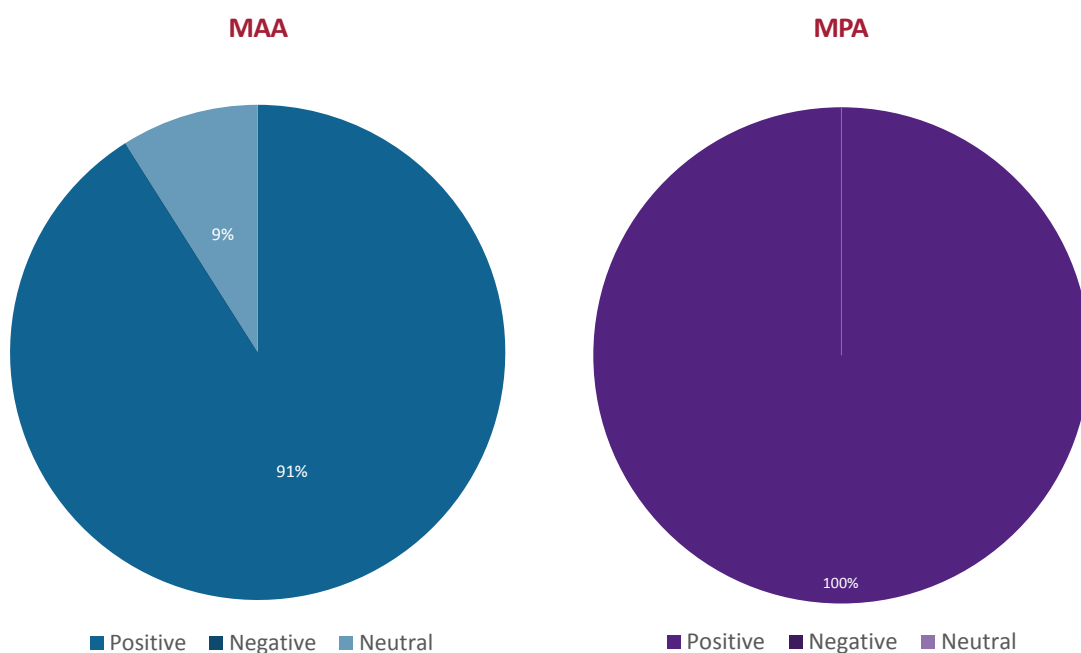**Chart 6.3B.1: Earned Media Value of Print and Broadcast Coverage Generated by News Releases MDOT-wide CY2017**
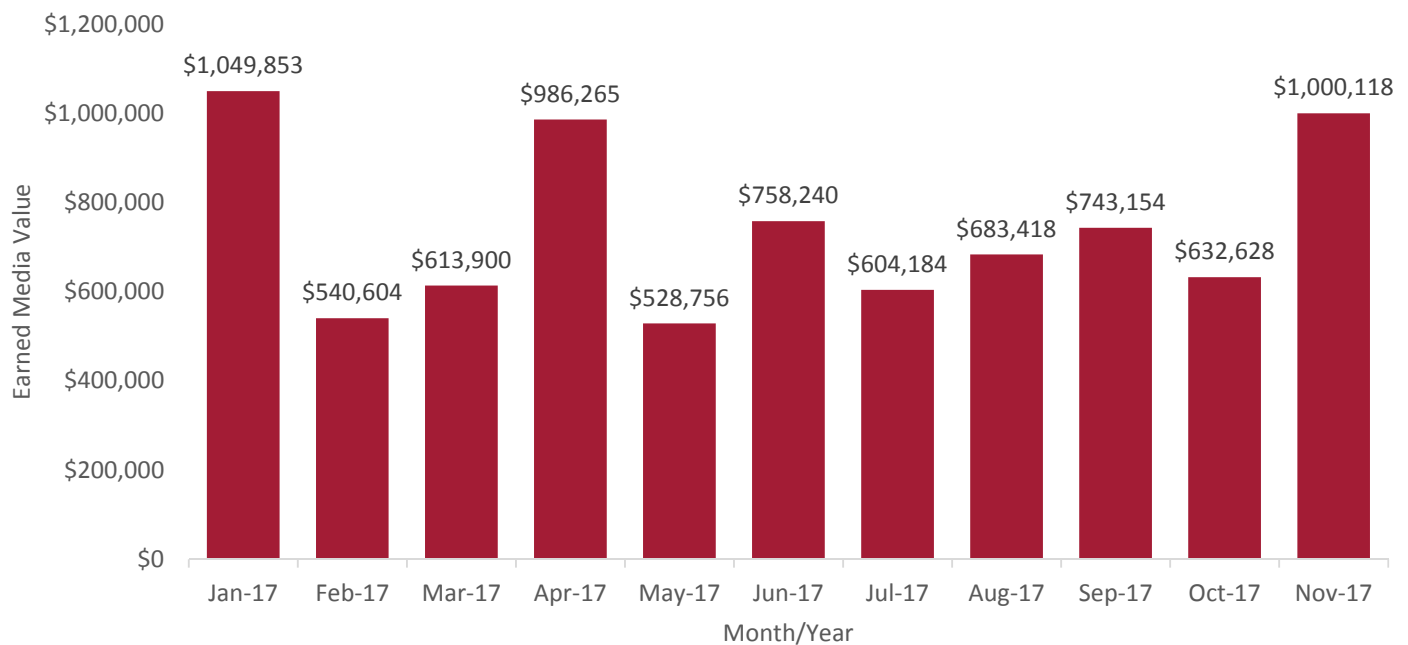
Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.2: Earned Media Value of Print and Broadcast Coverage Generated by News Releases by TBU CY2017
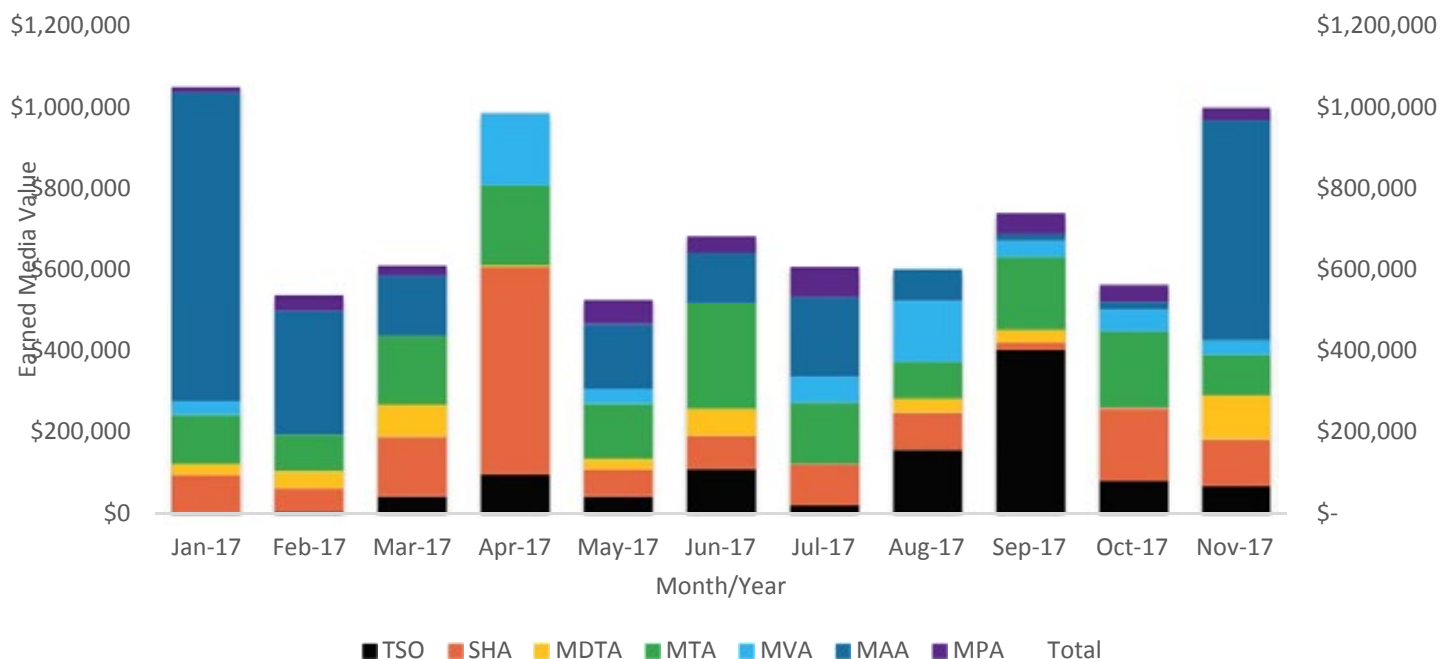
PURPOSE OF MEASURE:
To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is through issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for customers. It also helps MDOT determine if more, less, or different information is needed to ensure customers are receiving factual information via news outlets.

Chart 6.3C.1: "News Tone" MDOT-Wide January 2017 - November 2017

■ Positive ■ Negative ■ Neutral

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017

TSO

- Positive
- Negative
- Neutral

71% / 7% / 22%

SHA

- Positive
- Negative
- Neutral

53% / 47%

MDTA

- Positive
- Negative
- Neutral

49% / 51%

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017

MTA

28%

4%

68%

■ Positive ■ Negative ■ Neutral

MVA

25%

75%

■ Positive ■ Negative ■ Neutral

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: "News Tone" by TBU January 2017 – November 2017

MAA

9%

91%

Positive ■ Negative ■ Neutral

MPA

100%

Positive ■ Negative ■ Neutral

TANGIBLE RESULT DRIVER:
Diane Langhorne
The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:
Jonathan Dean
Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:
To track number of stories generated to ensure maximum customer reach.

FREQUENCY:
Quarterly

DATA COLLECTION METHODOLOGY:
Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:
N/A

PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories

MDOT monitors activities to identify opportunities to share and promote unique and positive stories for our customers. Our communications professionals work to develop and maintain relationships with reporters and editors across the news media.

This new performance measure highlights MDOT communicators' work to create and disseminate distinctive stories to the news media and the general public. Customer service initiatives are a major emphasis of this media outreach. For this measure, our MDOT media relations employees are encouraged to "go beyond the press release" by directly pitching positive stories to the media.

For this measure, we have worked to establish that TBUs will identify several significant, leading media outlets. Our communicators will coordinate with these news outlets to produce stories related to customer service or new MDOT services. For each quarter, we will highlight several positive news stories that were the result of the expanded outreach.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4
News Customers Can Use – Proactive Media Stories

Maryland's Ports are Doing 'Great'

PERFORMANCE MEASURE 6.4

News Customers Can Use – Proactive Media Stories

Students take part in BaltimoreLink system

PERFORMANCE MEASURE 6.4
News Customers Can Use – Proactive Media Stories

Small businesses take wing at BWI Airport